



HURRICANE MICHAEL

Statewide Awareness of Damage, Recovery & Needs Survey



Background

The National Hurricane Survival Initiative on behalf of Rebuild 850 conducted a survey of 1,000 Florida voters from June 7-11, 2019, with a margin of error of +/- 3.1% at the 95% confidence level. Results are representative of Florida voters in terms of age, race, gender, political affiliation, and region of the state.

Key Findings

- Fewer than 3 in 5 Floridians (57%) are aware that extensive damage remains in the areas hardest hit by Hurricane Michael and that life there has not yet returned to normal. This is the case among 85% of those who live in Northwest Florida but just 54% of those living elsewhere, with a low of 41% among those who live in Southeast Florida.
- Nearly half of Floridians would do nothing to help meet the continuing significant post-Michael needs in Northwest Florida. Asked to consider possible actions over the next six months, overall 26% would consider donating money, 19% would consider visiting as a tourist, 18% would consider donating time, and 5% would consider investing in the area through business or real estate. However, the largest portion (48%) said they would not consider participating in any of these actions.
- Many Floridians are unaware of the extent of problems still ongoing in Hurricane Michael-impacted areas. The greatest overall levels of awareness are regarding homelessness (68%), public facilities in disrepair (62%), and unemployment (58%). However, fewer than half are aware that residents still in the area are still dealing with mental health issues following the storm (45%), food insecurity (37%), or the threat of wildfires from downed trees (33%). Just 17% identified all six of these as ongoing problems for the area.
- Fewer than one-third (31%) report that they donated time or money toward hurricane relief after Hurricane Michael, ranging from 24% in Central-East Florida to 54% of those living in Northwest Florida.
- Almost two-thirds (64%) of Florida voters are aware which hurricane (Michael) hit the Florida Panhandle. This includes 90% of those living in Northwest Florida, compared with 62% living in the rest of the state. Lowest awareness is 55% among those who live in Northeast Florida and Southeast Florida.
- Two-thirds (67%) know that Hurricane Michael hit Florida in 2018. This includes 96% of those living in Northwest Florida but only 65% of those living in the rest of the state, with a low of 57% among those who live in Southeast Florida.
- Fewer than half (47%) are aware that Hurricane Michael was a Category 5 storm, the most powerful rating for hurricanes. This includes 66% of those living in Northwest Florida and 45% of those living elsewhere in the state.

Data Tables

Which hurricane hit the Florida panhandle?													
	ALL	NORTH-WEST	REST OF STATE	NORTH-WEST	NORTH-EAST	CENTRAL-WEST	CENTRAL-EAST	SOUTH-WEST	SOUTH-EAST	HAS FAMILY IN REGION	DOESNT	VISITED REGION THIS YEAR	HASNT
Michael	64%	90%	62%	90%	55%	67%	66%	75%	55%	77%	69%	82%	68%
Harvey	3%	1%	4%	1%	3%	4%	6%	3%	3%	1%	3%	1%	3%
Irma	15%	3%	16%	3%	12%	18%	12%	14%	20%	12%	13%	7%	13%
Maria	2%	0%	2%	0%	3%	2%	1%	0%	3%	1%	2%	0%	2%
Matthew	6%	3%	6%	3%	16%	5%	8%	2%	3%	4%	5%	5%	5%
Wilma	2%	0%	2%	0%	2%	0%	0%	1%	5%	1%	1%	1%	1%
Don't know	8%	4%	8%	4%	9%	5%	6%	5%	11%	4%	8%	3%	8%

- 64% of Florida voters are aware which hurricane (Michael) hit the Florida Panhandle. More than 1 in 7 (15%) believed it was Hurricane Irma, which actually hit Florida in 2017 and primarily affected peninsular Florida.
- This includes 90% of those living in Northwest Florida, compared with 62% living in the rest of the state. Lowest awareness is 55% among those who live in Northeast Florida and Southeast Florida.

To your understanding, when did Hurricane Michael hit Florida?													
	ALL	NORTH-WEST	REST OF STATE	NORTH-WEST	NORTH-EAST	CENTRAL-WEST	CENTRAL-EAST	SOUTH-WEST	SOUTH-EAST	HAS FAMILY IN REGION	DOESNT	VISITED REGION THIS YEAR	HASNT
2018	67%	96%	65%	96%	62%	70%	72%	78%	57%	81%	72%	86%	71%
2014	2%	0%	3%	0%	6%	3%	3%	0%	2%	1%	2%	1%	2%
2015	1%	0%	2%	0%	1%	1%	1%	0%	2%	1%	1%	0%	1%
2016	4%	1%	4%	1%	4%	3%	4%	5%	5%	4%	4%	2%	4%
2017	8%	0%	8%	0%	8%	9%	6%	8%	9%	6%	7%	5%	7%
Don't know	17%	4%	18%	4%	19%	13%	14%	10%	25%	6%	14%	5%	14%

- Two-thirds (67%) know that Hurricane Michael hit Florida in 2018.
- This includes 96% of those living in Northwest Florida but only 65% of those living in the rest of the state, with a low of 57% among those who live in Southeast Florida.

Which of these statements best reflects the state of recovery in areas hit hardest by Hurricane Michael?													
	ALL	NORTH-WEST	REST OF STATE	NORTH-WEST	NORTH-EAST	CENTRAL-WEST	CENTRAL-EAST	SOUTH-WEST	SOUTH-EAST	HAS FAMILY IN REGION	DOESNT	VISITED REGION THIS YEAR	HASNT
Extensive damage remains and life has NOT returned to normal	57%	85%	54%	85%	58%	69%	58%	62%	41%	69%	58%	78%	57%
Some damage remains but life HAS returned to normal	22%	8%	23%	8%	18%	15%	27%	16%	29%	22%	22%	13%	24%
Very little damage remains	4%	2%	4%	2%	4%	2%	3%	3%	7%	4%	3%	4%	3%
I don't know	17%	5%	18%	5%	20%	14%	13%	19%	23%	5%	16%	6%	16%

- Fewer than 3 in 5 Floridians (57%) are aware that extensive damage remains in the areas hardest hit by Hurricane Michael and that life has not yet returned to normal.
- This is the case for 85% of those who live in Northwest Florida but just 54% of those living elsewhere – with a low of 41% among those living in Southeast Florida.

To your understanding, which of the following are still problems for Hurricane Michael-impacted areas? Select all that apply													
	ALL	NORTH-WEST	REST OF STATE	NORTH-WEST	NORTH-EAST	CENTRAL-WEST	CENTRAL-EAST	SOUTH-WEST	SOUTH-EAST	HAS FAMILY IN REGION	DOESNT	VISITED REGION THIS YEAR	HASNT
Threat of wildfires from downed trees	33%	55%	31%	55%	38%	37%	31%	35%	25%	35%	34%	47%	32%
Homelessness	68%	85%	67%	85%	67%	75%	70%	65%	60%	76%	67%	77%	67%
Public facilities in disrepair	62%	82%	60%	82%	64%	67%	63%	65%	51%	69%	62%	70%	62%
Food insecurity	37%	57%	35%	57%	33%	45%	40%	43%	25%	40%	37%	41%	37%
Unemployment	58%	75%	57%	75%	53%	62%	62%	60%	51%	65%	58%	69%	58%
Mental health issues	45%	60%	43%	60%	43%	50%	43%	52%	38%	54%	45%	54%	45%
None of these	15%	6%	15%	6%	17%	11%	10%	11%	22%	12%	14%	7%	15%
KNOWS ALL	17%	35%	16%	35%	15%	23%	19%	24%	8%	19%	18%	26%	16%

- Many Floridians are unaware of the extent of problems still ongoing in Hurricane Michael-impacted areas. The greatest overall levels of awareness are regarding homelessness (68%), public facilities in disrepair (62%), and unemployment (58%).
- Fewer than half of Floridians are aware that those living in the storm-ravaged area are still dealing with mental health issues (45%), food insecurity (37%), or the threat of wildfires from downed trees (33%).
- Just 17% identified all six of these concerns as ongoing problems for the area.
- As expected, awareness is greater in Northwest Florida than elsewhere regarding each of these factors.
- Among all Floridians, 15% believe that none of these concerns remain as problems.

Knows that Hurricane Michael was a Category 5 storm													
	ALL	NORTH-WEST	REST OF STATE	NORTH-WEST	NORTH-EAST	CENTRAL-WEST	CENTRAL-EAST	SOUTH-WEST	SOUTH-EAST	HAS FAMILY IN REGION	DOESNT	VISITED REGION THIS YEAR	HASNT
Yes	47%	66%	45%	66%	44%	45%	47%	50%	44%	60%	46%	60%	46%
No	53%	34%	55%	34%	56%	55%	53%	50%	56%	40%	54%	40%	54%

- Respondents were asked if they know what category storm Hurricane Michael was. Those who responded “yes” were then asked to select from among Category 1 through Category 5. The results showed that fewer than half (47%) are aware Hurricane Michael was a Category 5 storm, the most powerful category of hurricanes. Two-thirds (66%) of those living in Northwest Florida are aware of Michael’s status, but just 45% of those living elsewhere knew this.

Did you donate money or time toward hurricane relief after Hurricane Michael?													
	ALL	NORTH-WEST	REST OF STATE	NORTH-WEST	NORTH-EAST	CENTRAL-WEST	CENTRAL-EAST	SOUTH-WEST	SOUTH-EAST	HAS FAMILY IN REGION	DOESNT	VISITED REGION THIS YEAR	HASNT
Yes	31%	54%	29%	54%	33%	28%	24%	38%	29%	48%	29%	56%	28%
No	62%	41%	64%	41%	61%	64%	66%	57%	65%	46%	64%	39%	65%
Don't know	7%	5%	7%	5%	6%	8%	10%	5%	6%	6%	7%	4%	7%

- Fewer than one-third of Florida voters (31%) report that they donated time or money toward hurricane relief after Hurricane Michael, ranging from 24% in Central-East Florida to 54% of those living in Northwest Florida.

Which of the following would you consider doing in the next six months in Hurricane Michael-affected areas? Select all that apply													
	ALL	NORTH-WEST	REST OF STATE	NORTH-WEST	NORTH-EAST	CENTRAL-WEST	CENTRAL-EAST	SOUTH-WEST	SOUTH-EAST	HAS FAMILY IN REGION	DOESNT	VISITED REGION THIS YEAR	HASNT
Donating money	26%	30%	25%	30%	32%	25%	20%	19%	28%	29%	25%	25%	26%
Volunteering time	18%	47%	16%	47%	23%	14%	13%	11%	17%	31%	15%	34%	15%
Visiting as a tourist	19%	24%	18%	24%	20%	18%	17%	15%	20%	29%	17%	28%	17%
Investing in the area (business or real estate)	5%	13%	4%	13%	2%	4%	3%	0%	7%	11%	3%	12%	4%
None of these	48%	24%	50%	24%	36%	52%	58%	65%	46%	32%	52%	36%	50%

- Respondents were asked which relief efforts, if any, they would consider participating in over the next six months. In response, 26% said they would consider donating money, 19% would consider visiting as a tourist, 18% would consider donating time, and 5% would consider investing in the area through business or real estate. However, the largest response (48%) was by those who said they would not consider participating in any of these relief activities.